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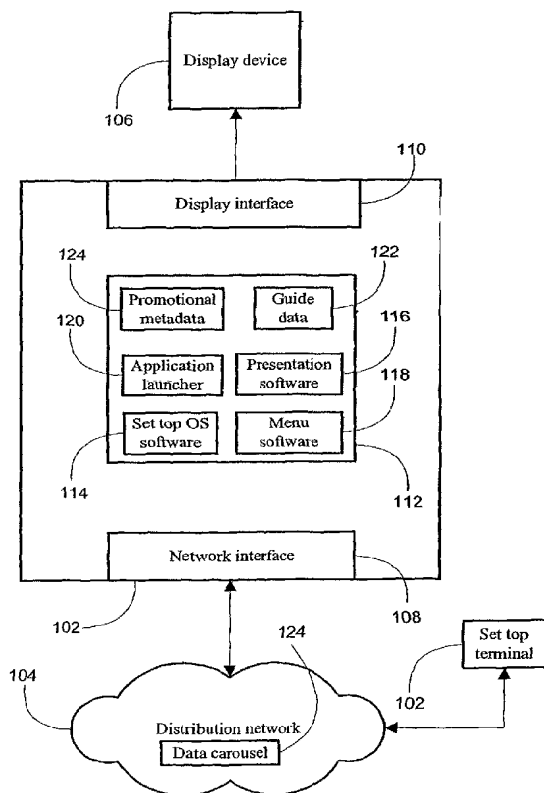
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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR PROVIDING ACCESS TO EPG FEATURES FROM WITHIN BROADCAST ADVERTISEMENTS



(57) Abstract: The system and method of the present invention provides access to interactive features (Fig 1) of an electronic program guide (608) by a user from within a broadcast advertisement (602). The method of the present invention comprises receiving the broadcast advertisement (602) comprising audio, video and promotional metadata over a broadcast distribution network. The received promotional metadata is analyzed to determine one or more valid electronic program guide features (608) and present options on a display device (604) corresponding to the one or more valid electronic program guide features (608). The user selects a presented option for execution.

**Declarations under Rule 4.17:**

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for all designations*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for all designations*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 3/00, 13/00
 US CL : 725/39,40,42,43,58

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 725/39,40,42,43,58

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 East: metadata, EPG, advertisement, record, reminder

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,317,885 B1 (FRIES) 13 November 2001 (13.11.2001), Figures 6 and 8; Column 3, Lines 24-28, 66-67; Column 4, Lines 1-28; Column 5, Lines 65-67; Column 6, Lines 27-28, 44-67; Column 7, Lines 1, 12-22, 34-47; Column 8, Lines 7-12, 26-31, 52-55; Column 10, Lines 47-54; Column 11, Lines 34-37; Column 13, Lines 54-57; Column 19, Lines 15-40; Column 20, Lines 32-48; Column 22, Lines 61-64; Claim 1	1-9, 11-12, 14-15 -----

Y		10, 13
Y	PFEIFFER and SRINIVASAN TV Anytime as an application scenario for MPEG-7 CSIRO Mathematical and Information Sciences 2000, pages 89-90	10, 13

☐ Further documents are listed in the continuation of Box C.☐ See patent family annex.

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document member of the same patent family

Date of the actual completion of the international search

15 May 2003 (15.05.2003)

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